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IUST launched eight ethical food products at 1st Traditional Food Festival ‘Aalav’

Awantipora, Sep 23: Islamic University of Science and Technology (IUST) launched eight ethnic food products at the 1st Traditional Food Festival organized by Jammu and Kashmir Rural Livelihood Mission in association with GIAN-India and Centre for Innovation and Entrepreneurship Development, IUST. The food festival inaugurated today at Umeed Women’s Haat, Boulevard Road will run from 23 – 25 September.

The products sponsored by GIAN-India were developed by the Department of Food Technology, IUST under the supervision of Dr. Darakhsha Majid (IUST Coordinator for Food Festival) and Dr. Tariq Ganie (Head, Food Technology IUST). All the products produced from wild edible and medicinal plants that used to be important ingredients of Kashmiri traditional diets were tested at the NABL accredited Food Testing Laboratory at IUST.

Mr. Pandurang K Pole (Divisional Commissioner, Kashmir), Ms. Mandeep Kaur (Commissioner Secretary of Rural Development), Mr. Mohammad Aijaz (Deputy Commissioner Srinagar), Ms. Indu (MD, JKRLM), Mr. Anil Gupta (Founder GIAN India) and Mr. Sameer Wazir (Finance Officer, IUST) also visited the exhibition.

Appreciating the department on the launch of the nutritive products, Prof. Shakil A Romshoo, Vice Chancellor, IUST said, “The University is devoted to providing solutions to the problems of the community, and this is one such contribution. The varsity is making best use of the research and technologies for developing these solutions”. The eight ethnic foods launched by IUST were Herbal Soup, Nishast Ladoo, Water chestnut Crackers, Shallot leaf soup, Raspberry Delight, Raspberry jam, Ghee, and Nunar Pickle.

“These products are healthier and contribute to security, nutrition, and health in many communities globally. All these products are innovative and not available in the market till now”, Dr. Darakhsha Majid. Dr. Parvez Mir called this exhibition a platform to receive feedback on the products and introduce them in the market on a larger scale. He assured that CIED will support the innovative ideas till their commercialization.

Encouraging the rural women to come forward and gain financial independence, Ms. Mandeep Kour said, “Women in rural areas will be provided market access for marketing their traditional food products”. Echoing similar thoughts, Ms. Indu said, “the department is planning more such products to be developed in association with GIAN-India and CIED IUST”. Prof Anil Gupta advised that research efforts also need to be diverted to enhance the shelf life of these products”.

The unique product of IUST is the herbal soup that is made of medicinal herb (Prunella Vulgare), with chickpea and dried bottle guard for promoting health and preventing many



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diseases. The sugar-free Nishast ladoos have many benefits for pregnant women and lactating mothers who undergo a lot of stress and overcome the problems of anaemia.

The water chestnut crackers were specifically developed for diabetic patients as the disease is increasing in Kashmir at an alarming rate. These crackers contain a significant amount of polyphenols with anti-diabetic qualities and help in the treatment of metabolic disorders related to hyperglycemia and metabolic disorders of carbohydrates, fats, and proteins. Shallot Soup is also a healthy food rich in proteins, dietary fiber, other carbohydrates, vitamins, and minerals. Raspberry Delight and Raspberry Jam have been produced considering the medicinal properties of the raspberry fruits, that is used as a herbal remedy for multiple ailments. Nunar (*Portulaca oleracea*) possesses a wide range of pharmacological effects, including antibacterial, antiulcerogenic, anti-inflammatory, antioxidant, and wound-healing properties and its pickle contains these qualities too.